

## **ABSTRACT**

*Calysta Skin Care Clinic is one of the beauty clinics spread in the city of Bandung. Currently, Calysta Skin Care Clinic has some symptoms of the problem. Symptoms of the problem include awareness of skin care users of the brand Calysta Skin Care Clinic, the low level of differentiation brand Calysta Skin Care Clinic compared with other brands and low sales. Through the symptoms of these problems it can be concluded that the brand Calysta Skin Care Clinic is weak. One effort to build competitive differentiation is by doing positioning strategy.*

*The purpose of this research is to know the positioning of Calysta Skin Care Clinic among its competitors in Bandung. The method used in this research is multidimensional scaling which will generate perceptual map. The attributes used in this research are brand, brand image, location, branch, price, promotion, doctor, therapist, service, waiting room facility, treatment room facility, quality of substance, composition, innovation, packaging, treatment type, technology, brand endorsement and review. The population of this study is the customer of beauty clinic. 240 respondents are taken as samples in this study. Sampling technique is purposive sampling (non probability sampling).*

*Through perceptual mapping produces four groups of competition divided into four regions. Calysta Skin Care Clinic occupies the same area as Airin Aesthetic Clinic and MD Clinic by LaZeta Skin. The main competitor of Calysta Skin Care Clinic is Airin Aesthetic Clinic. In this study MD Clinic by LaZeta Skin occupies the most superior position in this region and used as a reference for the preparation of position improvement Calysta Skin Care Clinic with the advantage of Calysta Skin Care Clinic is a branch stores in several city. Repair the Calysta Skin Care Clinic position based on the attributes that are weaknesses of Calysta Skin Care Clinic but these attributes will support the goals to be achieved by Calysta Skin Care Clinic. Calysta Skin Care Clinic positioned itself by accentuating the price, quality of substance and composition. Positioning strategy can be done on price, material quality and composition to win the competition.*

*Keywords: Positioning, Beauty Clinic, Perception Mapping and  
Multidimensional Scaling.*